

STORE WITH INTERACTIVE MERCHANDISING SYSTEM AND METHOD OF OPERATION

ABSTRACT OF THE DISCLOSURE

[0095] A system and method for merchandising products in a home improvement or commercial construction retail store by providing an enhanced, integrated shopping experience for customers that improves the customer's understanding of a particular home improvement or commercial construction project while introducing the seller's products adapted to perform the home improvement or commercial construction project through coordination of graphic elements such as color or number coding of the seller's products with an interactive display that conveys information regarding the project and aisle merchandising that directs the customer to the seller's products.